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The Power of Twitter Data

Mark Callahan
Data Product Marketing | @MDCin303

Imagine what's possible when you know what the whole world is thinking about any topic, at any time...

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What Is Unique About Twitter Data?

Realtime

Public

Enterprise

Comprehensive

Save lives

UNIVERSITY OF WOLLONGONG

Identify food-borne illnesses

HARVARD MEDICAL SCHOOL

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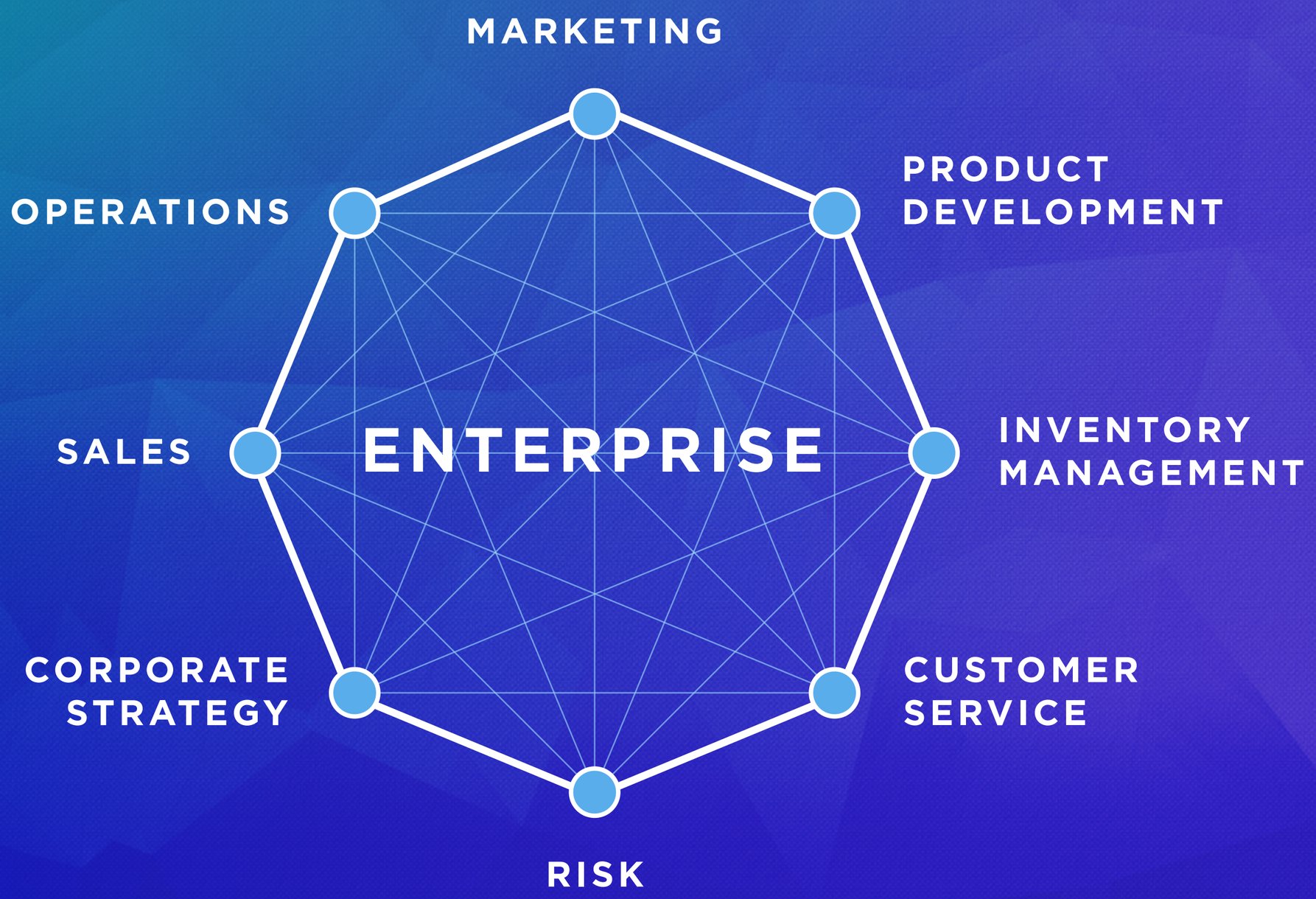
MARKETING
PRODUCT DEVELOPMENT
INVENTORY MANAGEMENT
CUSTOMER SERVICE
RISK
CORPORATE STRATEGY
SALES
OPERATIONS
ENTERPRISE

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IBM
ibm.com/ibmandtwitter

TEST PRODUCT PACKAGING

Learn realtime feedback around new packaging concepts

UNCOVER DESIGN ISSUES

Learn about geo-specific vehicle design problems

TRANSFORM CUSTOMER SERVICE

Turn a cost-center into a powerful public marketing opportunity

☃jade☃
@p4cifier

the new spotify for iphone is f***ing horrible it makes me sad

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SpotifyCares
@SpotifyCares

@p4cifier Hi there, we're sorry to hear this. If you let us know the problems you're experiencing then we'll be happy to help /J

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☃jade☃
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@SpotifyCares WELL FIRST OF ALL WHY IS IT SO UGLY NOW LIKE I HATE THE LAYOUT ALSO IT ALWAYS FREEZES WHEN IM SKIPPING SONGS

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@SpotifyCares ALSO GET MORE JOAN JETT SONGS YOU'RE A DISGRACE

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@p4cifier 1: Which device are you using when the freezing happens? We'd love more Joan Jett songs, but I'm afraid we have to be

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@p4cifier 2: sent them by the rights holders before we can put them up for listening /J

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@SpotifyCares i lov u spotify

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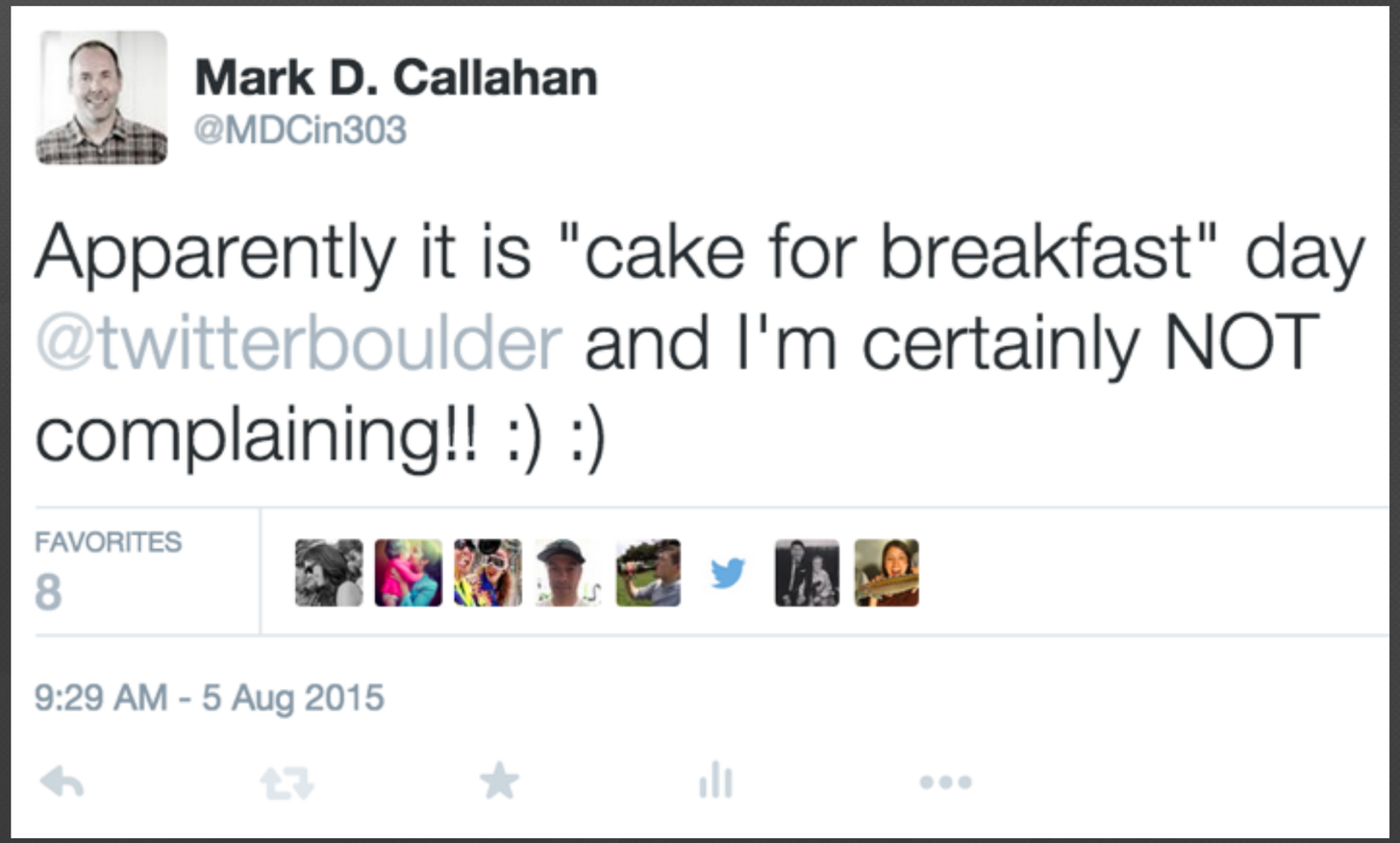
When is a Tweet more than a Tweet?



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While a Tweet may only be 140 characters long… it has over 65 different metadata elements


```
{
  "id": "tag:search.twitter.com,2005:628951005414060032",
  "objectType": "activity",
  "verb": "post",
  "postedTime": "2015-08-05T15:29:39.000Z",
  "generator": {
    "displayName": "TweetDeck",
    "link": "https://about.twitter.com/products/tweetdeck"
  },
  "provider": {
    "objectType": "service",
    "displayName": "Twitter",
    "link": "http://www.twitter.com"
```


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```
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  "generator": {
    "displayName": "TweetDeck",
    "link": "https://about.twitter.com/products/tweetdeck"
  },
  "provider": {
    "objectType": "service",
    "displayName": "Twitter",
    "link": "http://www.twitter.com"
  },
  "link": "http://twitter.com/MDCin303/statuses/628951005414060032",
  "body": "Apparently it is \"cake for breakfast\" day @twitterboulder and I'm certainly NOT complaining!! :) :)",
  "actor": {
    "objectType": "person",
    "id": "id:twitter.com:21216071",
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    "displayName": "Mark D. Callahan",
    "postedTime": "2009-02-18T17:13:18.000Z",
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    "statusesCount": 1104,
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        "rel": "me"
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    },
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    "objectType": "note",
    "id": "object:search.twitter.com,2005:628951005414060032",
    "summary": "Apparently it is \"cake for breakfast\" day @twitterboulder and I'm certainly NOT complaining!! :) :)",
    "link": "http://twitter.com/MDCin303/statuses/628951005414060032",
    "postedTime": "2015-08-05T15:29:39.000Z"
  },
  "favoritesCount": 8,
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        "name": "Twitter Boulder",
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        "indices": [
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          "region": "Colorado",
          "subRegion": "Boulder County"
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            -105.27055,
            40.01499
          ],
          "type": "point"
        },
        "objectType": "place"
      }
    ]
  },
  "twitter_filter_level": "low"
}
```


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Application + Point Geo = User Insights


```
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   "displayName": "Twitter for Android",
   "link": "http:\/\/twitter.com\/download\/android"
 },

 "geo": {
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     30.622496,
     -96.3283527
   ]
```


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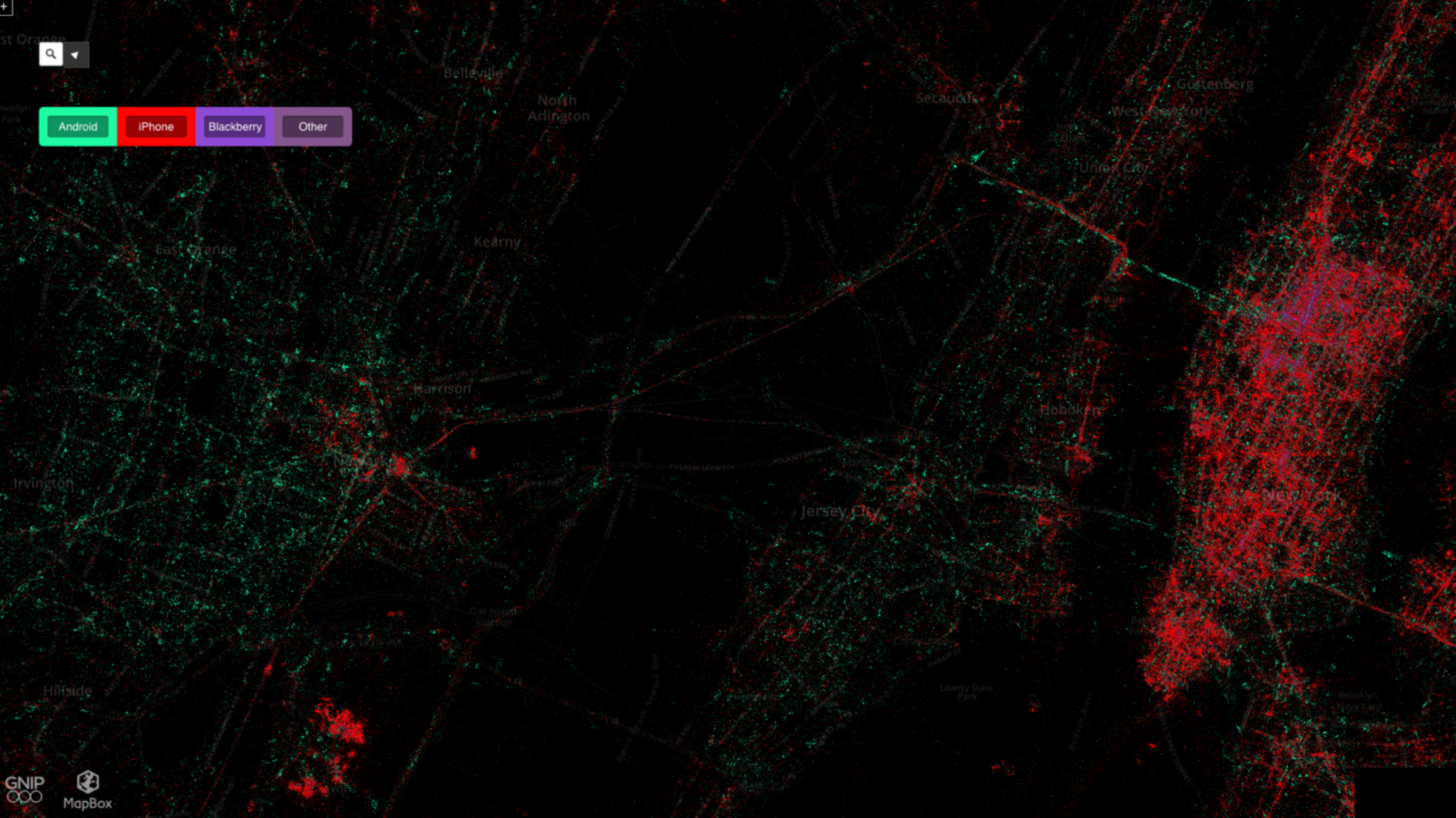
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Blackberry
Other
Belleville
North Arlington
Secaucus
Guttenberg
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Union City
Kearny
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Harrison
Hoboken
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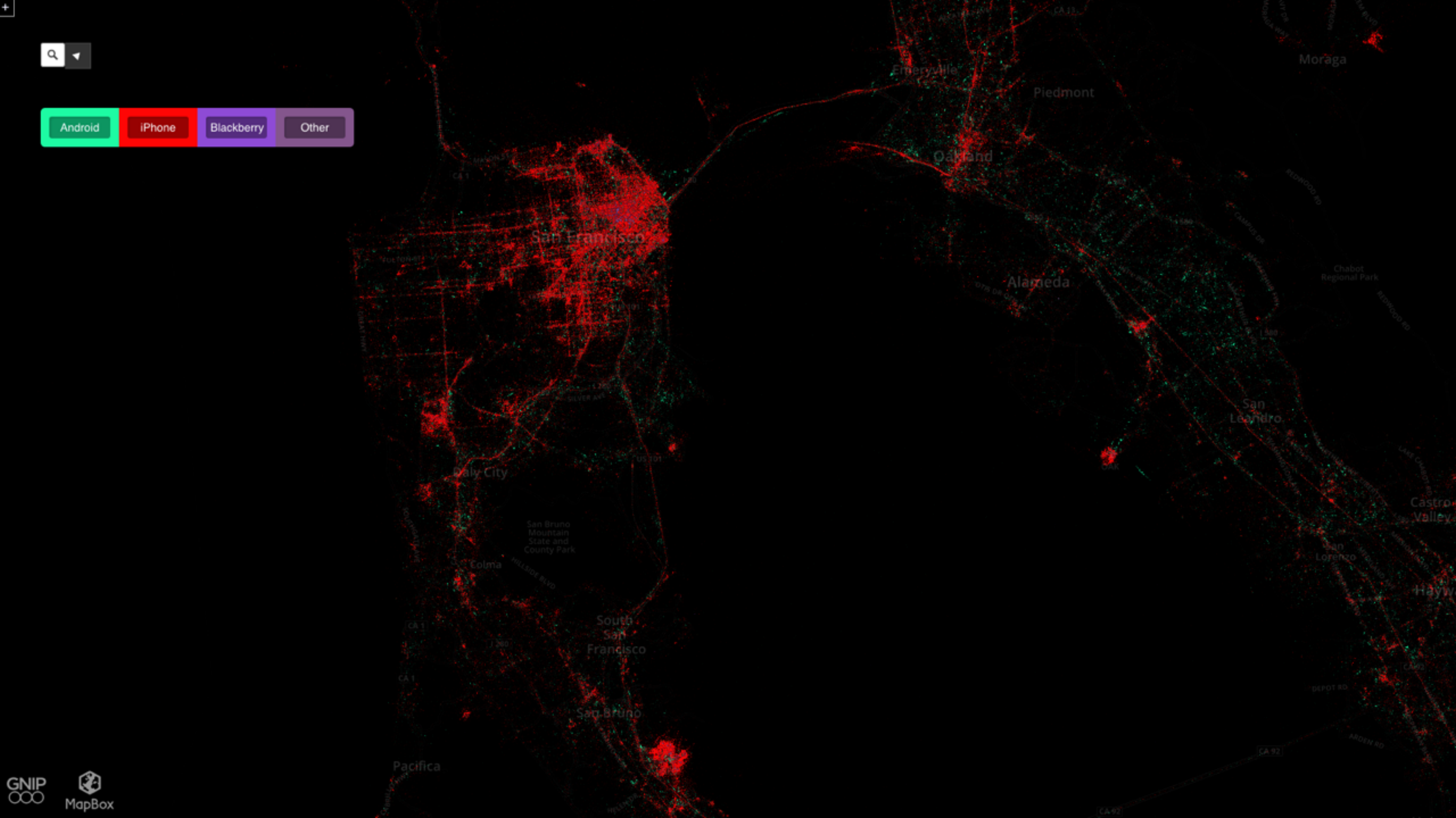
Hillside
GNIP
MapBox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iPhone
Blackberry
Other
Emeryville
Piedmont
Moraga
Oakland
San Francisco
Alameda
Chabot Regional Park
San Leandro
Daly City
Castro Valley
San Bruno Mountain State and County Park
Colma
San Lorenzo
South San Francisco
San Bruno
Pacifica
GNIP
MapBox

Public vs. Enterprise APIs

Gnip Enterprise Data APIs

Realtime

Every public Tweet, as it is created

Understand what's happening

Historical

Any public Tweet, back to 2006

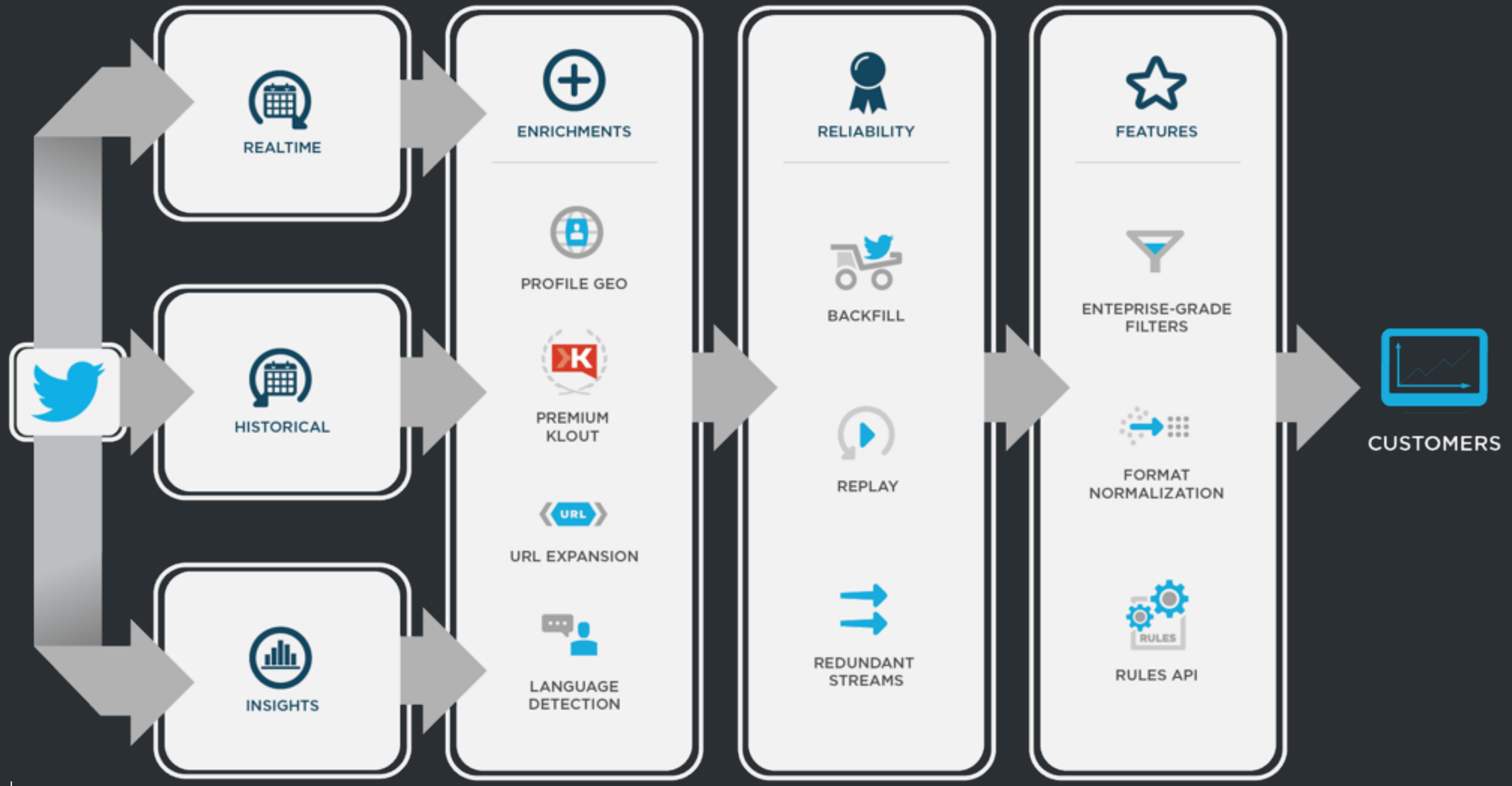
Understand what already happened

Insights

Audience and Tweet Performance Data

Understand your audiences & top performing content

The Making Of Enterprise Data



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BUILD YOUR BRAND

Identify unique opportunities to build your brand

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Last year women sent over 5 million negative
Tweets about beauty and body image.

@******

I HATE MY BODY. I give up.

Dove

A partnership for social change

Thank You

@MDCin303

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